VOLUSIA CAREER ACADEMY

MARKETING WORKSHEET FOR 2010- 2011

Academy Name: \_\_\_Entertainment & Sports Marketing Academy

High School: \_New Smyrna Beach HS

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| **STANDARD 12: MARKETING MAXIMUM POINTS = 5** | |
| CRITERIA/DOCUMENTATION: Marketing activities promote academy awareness; *a total of 3 activities=3 pts; 4 activities= 4 pts; 5 activities= 5pts* | POINTS |
| Required: Academy must have alumni association |  |
| Required: High School Showcase |  |
| Open House Invitation with agenda |  |
| Newsletter |  |
| Brochures, flyers and printed copies of electronic marketing materials |  |
| Academy t-shirt and/or uniform dress to identify academy members |  |
| Academy logo |  |

How do you keep in contact with your academy alumni? Please list any web page addresses that may apply.

Academy website – www.cudasportsmarketing.com

LinkedIn group - http://www.linkedin.com

Facebook page - http://www.facebook.com/danielhargrave

How are you preparing for the \*High School Showcase Event (County-wide marketing event held at the Volusia County Fairground)?

Brochure of Academy, school has tri fold display, will bring examples of student work, students will help work the booth and provide their experiences.

\*Please upload any additional supporting documents (ie. Open House Invitation, Newsletter, brochure, flyer, logo) to your Academy Wiki page.